

REQUEST FOR PROPOSALS
ACQ-2007-0630-RFP
AMENDMENT 1

This is an amendment to ACQ-2007-0630-RFP issued by the Washington State Department of Transportation on August 8, 2007.

This RFP is amended to include the following Questions and Answers:

Q1: I would like to request a copy of other firms expressing interest in this project, either by attending yesterday's pre-bid conference in person or via phone, or firm's having requested information to date.

A1: See Attachment A.

Q2: Could you please tell me the firms that conducted the following previous reports:

- o 1999 and 2006 origin and destination surveys
- o 2002 customer amenities survey

A2: For the Origin and destination surveys:

1999: Parsons Brinckerhoff Quade & Douglas, Inc. (Seattle, WA)

2006: Cambridge Systematics, Inc. (Austin TX / Cambridge, MA)

For the 2002 customer amenities survey:

The amenities study was prepared by Northwest Research Group, Inc., 400 108th Ave. N.E., Suite 200, Bellevue, WA 98004 425.635.7481. The survey is available on the WSF web site. If needed, I have a photo copy of the final report. Here is the link:

http://www.wsdot.wa.gov/ferries/improvement_projects/amenity_study/

Q3: Is there any chance we can get a list of who attended the bidder's conference on August 15th?

A3: See Attachment A.

Q4: **Meeting Facility** - Does the State have meeting facilities conveniently located to each ferry run that could be used for conducting meetings of up to 12 participants? If so, would the vendor be charged for using this space?

A4: A large meeting room is available at Colman Dock (Seattle). All other terminals lack private meeting spaces suitable for 12 participants. Most vessels can be available for meeting space, while underway, if the space is appropriate.

Q5: **Panel Management** – Is the state prepared to assume the maintenance costs and time to maintain the customer panel once the project is completed?

A5: Yes – The database of panel participants should be provided to the Commission in either a MS Excel or MS Access database. The main use of the panel is to expedite the Phase II data collection to meet the August 2008 reporting deadline. If we elect to use the panel participants beyond Phase II the state will cover the costs at that time.

Q6: **Ferry customer database** - Please describe existing ferry customer contact information available, especially around the following areas:

- Overall number
- Quality of database (are bad e-mail addresses removed, etc)
- Representation of ridership (proportionality of runs, customer segments, etc.)
- Availability to be used by the research firm

A6: There is a difference between customers and subscribers. Subscriber information is available. We are unable to guarantee accuracy since it is maintained by our subscribers and Information Agents. Please keep in mind that information below has nothing to do with the customer information for ticketing purposes on the WSF Web.

- Overall number: As of 8/22/07 - Current subscribers = 22,675
Active subscribers = 10,823
- Quality of database: WSF expects to flag accounts that have apparent “bad” information (e.g., an unreachable or malformed email address). WSF does not maintain user account information quality. Users maintain this information themselves.
- Representation of ridership: WSF’s best way to answer this is to offer the number of people who wanted to receive email alerts by route. See table below.

Route Counts - Total numbers

Route	# of Subscribers
Seattle / Bainbridge Island	4405
Fauntleroy (West Seattle) / Vashon	2868
Seattle / Bremerton	2618
Edmonds / Kingston	2522
Seattle / Vashon PO	1716
Mukilteo / Clinton	1659
Anacortes / San Juan Islands	1655
Port Townsend / Keystone	1454
Pt. Defiance / Tahlequah	1275
Anacortes / Sidney B.C. (Victoria)	938

- Availability to be used by research firm: WSF will ask users to “opt in” to the survey. Contact information for respondents who opt in will be provided to the research firm.

Q7: Section 11-2 in the RFP is quite clear, but I am having trouble locating Exhibit A. Is it in the RFP?

A7: Exhibit A is a separate document and is located on the RFP website at: <http://www.wsdot.wa.gov/biz/it/>. All RFP documents and amendments will be posted on this website.

Q8: Is there a deadline that you want the panel established by?

A8: Yes – The panel should be established and accessible no later than the end of the data collection of Phase I. However, the consultant may find it advantageous to have the panel accessible for their use as early as the end of the qualitative task to help supplement their qualitative data collection.

Q9: The RFP states that the report on the trade-off/conjoint findings are due July 1, 2008. I assume this meant to be the final report for phase 1. Is this correct?

A9: Yes – They both accord with the completion of Task 6, targeted for July 1, 2008. That said, it would also be wise for the consultant to begin planning the potential additional informational needs to be gathered in Phase II prior to July 1. This should occur when 50-75% of the Phase I quantitative and trade-off/conjoint data has been collected.

Q10: Did you have a sample number in mind for the quantitative survey? If so, how much?

A10: The sample size for the quantitative portion of the study is something that the consultants are to recommend to the Commission and should be based on the segmentation needs of the research as outlined in the RFP. One approach would be to build the total sample by first determining what you believe are the important sub-segments that will be analyzed, building representative samples for those and then summing up the number of interviews to determine the overall sample size. If you do not do proportionate sampling, remember to include in your proposal how you will determine the weighting scheme for the total sample collected.

Q11: Do you know if the contractor will be able to utilize your customer databases for sample? If so, how “clean” are they? If so, what percentage of the sample would you want to come from the databases?

A11: WSF will ask our online customers to “opt in” to the survey. Contact information for respondents who opt in will be provided to the research firm. Data from respondents who opt in can be considered clean and accurate. Online customers represent only a fraction of WSF users and customers, and define a consistent segment of regular users. No more than 30% of the survey sample should come from this pool.

ALL OTHER TERMS AND CONDITIONS OF THIS RFP REMAIN IN FULL FORCE AND EFFECT.